

## REMARKS

Reconsideration of this application, as amended, is respectfully requested. The claims have been amended to more clearly recite what the Applicants regard as their invention. Support for these amendments may be found at least at paragraphs 0018-0019 in the Specification as originally filed. Accordingly, no new matter has been added.

Independent claims 1, 6, 11, 13, 15 and 16, as amended, are patentable over Wistendahl et. al. (U.S. Patent No. 6,496,981) in view of Aras et. al. (U.S. Patent No. 5,872,588).

Wistendahl discusses a system for allowing media content to be used in interactive media programs (col. 2, ll. 35-39). In particular, Wistendahl describes a mechanism to convert media content for interactive TV use without “embedding special codes in the digital data for the frames” (col. 6, ll. 23-24). This is accomplished in Wistendahl by mapping the location and dimensions of “hot spots” to which hyperlinks are to be established (col. 6, l. 65- col. 7, l. 1). According to Wistendahl, “the objects which are rendered interactive in the original media content are tagged for use in a compatible interactive digital media (IDM) program without embedding any proprietary or platform-dependent codes in the media content” (col. 6, ll.53-57).

In contrast, the present claims 1 and 6 recite tagging interactive TV content with keys or personalization data so that the tagged interactive TV content is authorized for display only by receivers provided with matching keys or personalization data. In addition, the present claims 1 and 6 recite selectively providing receivers with matching keys or personalization data so that at least some of the receivers are authorized to selectively output or make use of the interactive TV content based on the matching keys or personalization data. In Wistendahl, there is no teaching or suggestion that the “tagged” objects are tagged with keys or personalization data as claims 1 and 6 presently recite.

Similarly, with regard to claims 11, 13, 15, and 16, as amended, the limitation that keys or personalization data are selectively provided to receivers is simply not taught nor suggested by Wistendahl.

Aras does not cure the above-described deficiencies. Aras describes means for collecting and recovering subscriber behavior from a plurality of home stations in a broadcast or interactive service distributing audio-visual materials including a universal audio-visual identification code

embedded in audio-visual materials, a software system residing in the home station to monitor and record the viewing of these audio-visual materials and returning the collected data to a behavior collection center for interpretation, accumulation and processing. (Col. 1, ll 15-25). As a means to control reverse channel bandwidth, Aras describes setting variables at a node outside the home station to manage the generation and length of messages sent by a user's home station over the reverse channels of a network (Col 20, l. 55 - Col. 21, l. 18). Although Aras discloses that these variables can be set based on user address, the variables have nothing to do with the interactive TV content that a user's receiver is authorized to access.

Accordingly, Aras fails to teach or suggest tagging interactive TV content with keys or personalization data so that the tagged interactive TV content is authorized for display only by receivers provided with matching keys or personalization data. Nor does Aras teach or suggest selectively providing receivers with matching keys or personalization data so that at least some of the receivers are authorized to selectively output or make use of the interactive TV content based on the matching keys or personalization data. Finally, with regard to claims 11, 13, 15, and 16, as amended, the limitation that keys or personalization data are selectively provided to receivers is neither taught nor suggested by Aras.

Hence the combination of Wistendahl and Aras does not yield the present invention and so claims 1, 6, 11, 13, 15 and 16 (and their respective dependent claims) are patentable over this combination.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,  
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